

This listing of claims will replace all prior versions,  
and listings, of claims in the application:

Claim 1 (currently amended): A method for generating information  
for an online advertisement, the method comprising:

- a) generating a first plurality of search results ~~result~~  
using a search query and an index of advertiser Web page  
information;
- b) determining, for each of the first plurality of search  
results, at least one of (A) landing page information and  
(B) ad creative information using ~~the~~ a corresponding one  
of the first plurality of search results ~~result~~;
- c) generating, for each of the first plurality of search  
results, an ad using the determined at least one of a  
landing page information and ad creative information; and
- d) generating a search result page including
  - i) at least ~~one~~ a second plurality of search results  
~~result~~ corresponding to the search query, and
  - ii) the generated ads ~~ad~~,wherein the generated ads ~~are~~ ~~ad is~~ maintained as distinct  
from the second plurality of at least one search results  
~~result~~ on the search result page.

Claim 2 (original): The method of claim 1 wherein the ad  
creative information is determined using information excerpted  
from an advertiser Web page.

Claim 3 (original): The method of claim 1 wherein the ad  
creative information is determined using a text snippet of the  
search result.

1 Claim 4 (previously presented): The method of claim 1 wherein  
2 the ad creative information includes information excerpted from  
3 an advertiser Web page.

1 Claim 5 (original): The method of claim 1 wherein the landing  
2 page information is a URL included in the search result.

Claims 6-28 (canceled)

1 Claim 29 (currently amended): Apparatus for generating  
2 information for an online advertisement, the apparatus  
3 comprising:

- 4 a) means for generating a first plurality of search  
5 results ~~result~~ using a search query and an index of  
6 advertiser Web page information; and  
7 b) means for determining, for each of the first plurality  
8 of search results, at least one of (A) landing page  
9 information and (B) ad creative information using the a  
10 corresponding one of the first plurality of search results  
11 ~~result~~;  
12 c) means for generating, for each of the first plurality  
13 of search results, an ad using the determined at least one  
14 of a landing page information and ad creative information;  
15 and  
16 d) means for generating a search result page including  
17 i) at least one a second plurality of search results  
18 ~~result~~ corresponding to the search query, and  
19 ii) the generated ads ad,  
20 wherein the generated ads are ~~ad is~~ maintained as distinct  
21 from the second plurality of at least one search results  
22 ~~result~~ on the search result page.

1 Claim 30 (original): The apparatus of claim 29 wherein the ad  
2 creative information is determined using information excerpted  
3 from an advertiser Web page.

1 Claim 31 (original): The apparatus of claim 29 wherein the ad  
2 creative information is determined using a text snippet of the  
3 search result.

1 Claim 32 (previously presented): The apparatus of claim 29  
2 wherein the ad creative information includes information  
3 excerpted from an advertiser Web page.

1 Claim 33 (original): The apparatus of claim 29 wherein the  
2 landing page information is a URL included in the search result.

Claims 34-56 (canceled)

1 Claim 57 (new): The method of claim 1 wherein the second  
2 plurality of search results is a predetermined number, and  
3 wherein the predetermined number of the second plurality of  
4 search results is no less than a number of ads included on the  
5 generated search results page.

1 Claim 58 (new): The method of claim 1 wherein the first  
2 plurality of search results and the second plurality of search  
3 results are generated by the same search operations.

1 Claim 59 (new): The method of claim 1 wherein the ads included  
2 on the generated search results page are ordered using a search  
3 score.

1 Claim 60 (new): The method of claim 59 wherein the search score  
2 is a function of an information retrieval score.

1 Claim 61 (new): The method of claim 59 wherein the search score  
2 is a function of a page rank score.

1 Claim 62 (new): The apparatus of claim 29 wherein the second  
2 plurality of search results is a predetermined number, and  
3 wherein the predetermined number of the second plurality of  
4 search results is no less than a number of ads included on the  
5 generated search results page.

1 Claim 63 (new): The apparatus of claim 29 wherein the first  
2 plurality of search results and the second plurality of search  
3 results are generated by the same search operations.

1 Claim 64 (new): The apparatus of claim 29 wherein the ads  
2 included on the generated search results page are ordered using  
3 a search score.

1 Claim 65 (new): The apparatus of claim 64 wherein the search  
2 score is a function of an information retrieval score.

1 Claim 66 (new): The apparatus of claim 64 wherein the search  
2 score is a function of a page rank score.